

## Message Text

UNCLASSIFIED

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ACTION EB-08

INFO OCT-01 EA-12 ISO-00 AGRE-00 CEA-01 CIAE-00  
COME-00 DODE-00 FRB-01 H-02 INR-07 INT-05 L-03  
LAB-04 NSAE-00 NSC-05 PA-02 CTME-00 AID-05 SS-15  
STR-06 ITC-01 TRSE-00 USIA-15 PRS-01 SP-02 SOE-02  
OMB-01 DOE-11 EUR-12 /122 W

-----040569 270046Z /20

R 260630Z JAN 78

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 9491

UNCLAS SECTION 1 OF 2 SINGAPORE 0404

E.O. 11652: N/A

TAGS: ETRD, SN, US

SUBJ: TV INDUSTRY IN SINGAPORE

REF: STATE 16403

1. FIRMS ASSEMBLING COLOR TV SETS IN SINGAPORE ARE:

A) HITACHI CONSUMER PRODUCTS (S) LTD. FORMED IN 1972, JOINT VENTURE AMONG HITACHI LTD. OF JAPAN, HITACHI (S) PTE. LTD. AND A.C.T. ENTERPRISES (S) PTE. LTD. ALL COLOR TV SETS ASSEMBLED BY FIRM ARE EXPORTED. FIRM EMPLOYS MORE THAN 800 WORKERS, BEGAN OPERATIONS IN 1974.

B) ROXY ELECTRIC INDUSTRIES (S) PTE. LTD. LOCAL COMPANY UNDER LICENSE TO ASSEMBLE COLOR TV SETS CARRYING BRAND NAMES "SHARP" AND "TELEFUNKEN." ENTIRE PRODUCTION SOLD LOCALLY, ALTHOUGH ECONOMIC DEVELOPMENT BOARD SAYS SOME SETS MAY BE EXPORTED IN FUTURE. EMPLOYMENT FIGURE UNKNOWN.

C) SETRON, LTD. INCORPORATED AS PRIVATE COMPANY IN 1963, WENT PUBLIC IN 1969. LICENSED TO ASSEMBLE COLOR TV SETS CARRYING BRANDS "SETRON" AND "SONY." ALL PRODUCTION IS SOLD LOCALLY; EDB SAYS SOME MAY BE EXPORTED IN FUTURE. EMPLOYMENT FIGURE UNKNOWN.

D) PHILIPS SINGAPORE PTE. LTD. DUTCH COMPANY'S  
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SUBSIDIARY, ASSEMBLES COLOR TV SETS FOR EXPORT.  
EMPLOYMENT FIGURE UNKNOWN.

E) GENERAL ELECTRIC (USA) PTE. LTD. PRODUCES COLOR TV SUBASSEMBLIES FOR EXPORT.

F) LUXOR SINGAPORE PTE. LTD. SUBSIDIARY OF LUXOR INDUSTRI AB, SWEDEN. PRODUCES SUBASSEMBLIES FOR EXPORT TO PARENT. BEGAN PRODUCTION JANUARY 1977.

## 2. LOCAL PRODUCTION OF COLOR TV SETS

YEAR	UNITS	MILLION SINGAPORE \$
1974	15,000	16
1975	24,000	20
1976	65,000	49
1977, EST.	160,000	N/A.
1980, PROJ.	800,000	N/A.

N.A. -- NOT AVAILABLE

3. ECONOMIC DEVELOPMENT BOARD SAYS ESTIMATED BEGINNING DAILY WAGE RATE AT ELECTRONIC FIRMS AS \$S6.00--6.50 FOR LOCAL FIRMS AND \$S7.00--7.50 FOR MULTINATIONALS. (\$S1 EQUALS APPROX. US\$2.32).

4. ALTHOUGH HITACHI BEGAN OPERATIONS IN 1974, ITS PRODUCTION IN 1974 AND 75 WAS LOW. PRODUCTION PICKED UP IN 1976, CONTRIBUTING TO THE LARGE INCREASE IN TOTAL LOCAL PRODUCTION OF COLOR TV SETS DURING THAT YEAR. SINGAPORE'S PRODUCTION WENT UP FURTHER IN 1977 BECAUSE OF INCREASED PRODUCTION BY HITACHI AND PHILIPS. BASED ON PROJECT PROPOSALS RECEIVED BY THE EDB, NO MORE THAN TEN COMPANIES WILL BE ASSEMBLING COLOR TV SETS IN SINGAPORE BY 1980 WITH A CONSERVATIVE PROJECTED PRODUCTION FIGURE OF 800,000 UNITS. MOST OF THE OUTPUT WILL BE EXPORTED.

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(NOTE: SINGAPORE USES A HYBRID TELEVISION SYSTEM, CCIR SYSTEM B/I, WHICH IS NOT COMPATABLE WITH U.S. STANDARDS.)

SINGAPORE EXPORTS OF TELEVISION RECEIVERS, 1975-1977

1975			
TOTAL	EXPORTS	DOMESTIC	EXPORTS
UNITS	\$S'000	UNITS	\$S'000

BTN 85.15.110 OR SITC 724101:  
TV RECEIVERS MAINS OPERATED  
USABLE ON BATTERY

TOTAL	352,026	78,077	340,528	69,264
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CANADA	25,934	9,805	25,929	9,803
W GERMANY	40,675	6,122	40,675	6,122
NETHERLANDS	81,884	16,736	81,534	16,662
SWEDEN	12,330	2,712	12,329	2,710
U.K.	132,198	22,233	132,192	22,232
U.S.A.	373	153	371	151

BTN 85.15-120 OR SITC 724102:

TV RECEIVERS BATTERY OPERATED ONLY

TOTAL	14	4	8	2
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BTN 85.15-190 OR SITC 724109: PARTS OF TV RECEIVERS

TOTAL	N.A.	52,748	N.A.	51,067
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CANADA	N.A.	2,590	N.A.	2,583
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FRANCE		NEGLIGIBLE		NEGLIGIBLE
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W MALAYSIA	N.A.	1,651	N.A.	221
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U.S.A.	N.A.	47,136	N.A.	47,122
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SINGAPORE EXPORTS OF TELEVISION RECEIVERS, 1975-77

1 9 7 6

TOTAL	EXPORTS	DOMESTIC	EXPORTS
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UNITS	\$\$'000	UNITS	\$\$'000
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ACTION EB-08

INFO OCT-01 EA-12 ISO-00 AGRE-00 CEA-01 CIAE-00

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STR-06 ITC-01 TRSE-00 USIA-15 PRS-01 SP-02 SOE-02

OMB-01 DOE-11 EUR-12 /122 W

-----040623 270045Z /20

R 260630Z JAN 78

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 9492

UNCLAS SECTION 2 OF 2 SINGAPORE 0404

BTN 85.15-110 OR SITC 724101:

TV RECEIVERS MAINS OPERATED

USABLE ON BATTERY

TOTAL 414,069 99,737 400,895 90,202

CANADA 60,991 21,187 60,346 20,849  
W GERMANY 28,480 3,853 28,480 3,853  
NETHERLANDS 82,068 16,411 82,068 16,411  
SWEDEN 9,539 1,963 9,539 1,963  
U.K. 128,239 18,345 128,238 18,344  
U.S.A. 4,095 1,753 4,095 1,753

BTN 85.15-120 OR SITC 724102:  
TV RECEIVERS BATTERY OPERATED ONLY

TOTAL 9 3 9 3

BTN 85.15-190 OR SITC 724109:  
PARTS OF TV RECEIVERS

TOTAL N.A. 93,531 N.A. 90,262

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CANADA N.A. 6,517 N.A. 6,517  
FRANCE N.A. 6,068 N.A. 6,068  
W MALAYSIA N.A. 3,272 N.A. 291  
U.S.A. N.A. 71,767 N.A. 71,756

SINGAPORE EXPORTS OF TELEVISION RECEIVERS, 1975-77

1977, JAN-JUNE

TOTAL EXPORTS DOMESTIC EXPORTS  
UNITS S\$'000 UNITS S\$'000

BTN 85.15.110 OR SITC 724101:  
TV RECEIVERS MAINS OPERATED  
USABLE ON BATTERY

TOTAL 262,610 59,987 255,148 56,634

CANADA 26,916 8,986 26,916 8,986  
W GERMANY 11,629 1,550 8,129 1,095  
NETHERLANDS 57,701 11,774 57,700 11,773  
SWEDEN 9,066 1,659 9,066 1,659  
U.K. 84,046 11,488 84,046 11,488  
U.S.A. 14,871 3,986 14,870 3,984

BTN 85.15.120 OR SITC 724102:  
TV RECEIVERS BATTERY OPERATED ONLY

TOTAL 7 2 4 1

BTN 85.15-190 OR SITC 724109:

PARTS OF TV RECEIVERS

TOTAL N.A. 69,925 N.A. 68,306

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CANADA N.A. 2,857 N.A. 2,857

FRANCE N.A. 6,313 N.A. 6,313

W MALAYSIA N.A. 1,765 N.A. 263

U.S.A. N.A. 50,892 N.A. 50,892

SINGAPORE EXPORTS OF TELEVISION RECEIVERS, 1975-77

1977, JAN-OCT

TOTAL EXPORTS DOMESTIC EXPORTS

UNITS S\$'000 UNITS S\$'000

BTN 85.15-110 OR SITC 724101:

TV RECEIVERS MAINS OPERATED

USABLE ON BATTERY

TOTAL" 426,331 102,534 413,202 96,237

BTN 85.15-120 OR SITC 724102:

TV RECEIVERS BATTERY OPERATED ONLY

TOTAL 9 2 4 1

BTN 85.15-190 OR SITC 724109:

PARTS OF TV RECEIVERS

TOTAL" N.A. 133,082 N.A. 130,543

" ... BREAKDOWN BY MAJOR COUNTRIES OF DESTINATION

NOT AVAILABLE.

HOLDRIDGE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** INDUSTRIAL PLANTS, TELEVISION EQUIPMENT  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 jan 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**From:** SINGAPORE  
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**Legacy Key:** link1978/newtext/t19780119/aaaaaptf.tel  
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**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
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**Message ID:** 063809e0-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 5  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 78 STATE 16403  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 07 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3708086  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** TV INDUSTRY IN SINGAPORE  
**TAGS:** ETRD, SN, US  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/063809e0-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014